MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/ 2020

BMK 2084 – MARKETING CHANNEL MANAGEMENT

18th OCTOBER 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages only (including cover page) with 4 questions only.

2. Answer **ALL** the questions. The distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** questions.

QUESTION 1

Channel managers have to analyse the service output demands of market segments, as it is the most crucial factor for success. Define service output, and discuss **SIX** types of service output.

(Total 25 marks)

QUESTION 2

When channel gaps arise, it can affect either side of a zero-based channel, that is, services or cost gaps. Define the zero-based channel, and discuss the causes and effects of both service gaps and cost gaps.

(Total 25 marks)

QUESTION 3

Define outsourcing and discuss **SIX** advantages that support a firm's decision to outsource channel functions.

(Total 25 marks)

QUESTION 4

When the channels are redundant, competition over customers can quickly turn into conflict with the supplier. Discuss **FIVE** major sources of conflict in channel.

(Total 25 marks)

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